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**Application No. 09/905,255**

**Atty Docket: BLFR 1007-1**

In the Specification:

On page 1, immediately following the RELATED APPLICATIONS INFORMATION heading, please replace Paragraph [0001] with the text as shown:

**[0001]** This application is a continuation-in-part of the following related applications: Application No. ~~unassigned~~, 09/888,336, filed 22 June 2001, entitled *A Method and Apparatus for OTB Analysis*, by inventors Robert Dvorak, Richard W. Pasternack, Ronald Samuel Cope and Beth Li-Ju Chen; Application No. 09/766,539, filed 19 January 2001, entitled *Multipurpose Presentation Demand Calendar For Integrated Management Decision Support*, by inventor Robert Dvorak; Application No. 09/760,377, filed 12 January 2001, entitled *Multipurpose Causal Event Calendar For Integrated Management Decision Support*, by inventors Robert Dvorak and Kevin Katari; Application No. 09/755,355, filed 5 January 2001, entitled *Method And Apparatus For Supplying Synthetic Sales Histories*, by inventors Robert Dvorak and Kevin Katari; Application No. 09/755,635, filed 5 January 2001, entitled *Method And Apparatus For Modification Of Basic Good Forecasts*, by inventors Robert Dvorak and Kevin Katari; Application No. 09/708,944, filed 8 November 2000, entitled *Method And Apparatus For Distribution Of Fashion And Seasonal Goods*, by inventor Robert Dvorak. The seven related applications are hereby incorporated by reference.

On page 1, please replace Paragraph [0002] with the text as shown:

**[0002]** This application is further related to Application No. ~~unassigned~~, 09/905,174, filed ~~the same day as this application~~, 13 July 2001, entitled ~~A method~~ Method and Apparatus for Handling Disruptive Events and Replacement Items, by inventors Robert Dvorak and Beth Li-Ju Chen, which simultaneously filed application is incorporated herein by reference.

On page 6 and continuing on to page 7, please replace Paragraph [0049] with the text as shown:

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**[0049]** Figure 2 shows a typical retailer product hierarchy, to which merchandise management technologies are applied. Various retailers practice aspects of their merchandise management at different levels of their product hierarchy. The highest level of the hierarchy is the company 201. The ~~coming company~~ 201 ~~may be~~ may be divided into organizations controlled by general managers 202. These organizations may be separate subsidiaries and may even be in different lines of business. Within a GMM split 202, multiple divisions 203 may be organized. A single selling location may be part of a division or may encompass several divisions. Within a selling location, goods typically are presented in departments 204. A department organizes goods into categories 205, classes 206 and ~~sub-classes~~ subclasses 207. At the lowest level of the hierarchy, an item 208 is typically identified by a distinctive SKU. Items in the same subclass may have different sizes, such as clothing sizes or sizes of packaged goods, each of which is a separate item with a separate SKU 208.

On page 14, please replace Paragraph **[0058]** with the text as shown:

**[0058]** The markdown engine 322 draws data regarding sales of goods and forecast sales of goods from the optimizer 321. It also draws data regarding out dates for sales of goods from the optimizer 321. In saying that these data are drawn from the optimizer 321, the link between the software modules may be a software interface, a pipeline, or any temporary or persistent data storage, or the modules may be ~~combined~~ combined. The markdown engine 322 provides data to the optimizer 321 for modification of selling prices and resulting changes in needs and sales. Preferably, the markdown engine 322 is used to select, either automatically or interactively, markdown dates and price points which will maximize some measure of the retailers' performance, such as revenue, gross profit or the like. The markdown engine 322 also may supply data to the open-to-buy engine 331 or the bottom-up planner 341. The input 305 to the markdown manager is minor setup data, such as identification of the day of the week on which selling locations change the price of goods. It also can include selection of markdown scenarios.